



H STREET NE RETAIL PRIORITY AREA GRANT

Business plan outline should include as many of the following as possible:

1. Description of your business and industry
 - a. Your business
 - b. The industry and its history
2. Features and advantages of your product
 - a. Description
 - b. Competitive advantage
- c. Proprietary position
 - d. Future potential
3. Market research and analysis
 - a. Definition of your customers and markets
 - b. Market size and trends
 - c. Competition
4. Estimated market share and sales
 - a. Market plan
 - b. Market strategy
 - c. Pricing
 - d. Sales tactics
 - e. Service and warranty policies
 - f. Advertising, public relations and promotions
5. Design and development plans
 - a. Development status and tasks
 - b. Difficulties and risks
 - c. Costs
6. Operation plans
 - a. Business location
 - b. Facilities and improvements
 - c. Strategy and plans
 - d. Labor force

7. Management team

- a. Key management personnel (credentials/resume)
- b. Management assistance and training needs

8. Overall schedule

- a. Timing of critical activities before opening (e.g. company incorporation,] signed lease, suppliers ordered, employees hired, opening date)
- b. Timing of critical activities after opening, (e.g. expansion, product/service extension)

9. Critical risks and problems (how will you respond?)

- a. Price cutting by competitors
- b. Unfavorable industry-wide trends
- c. Operating cost overestimates
- d. Low sales
- e. Difficulties obtaining inventory or supplies
- f. Difficulty in obtaining credit
- g. Lack of trained labor

10. Financial plan

- a. Profit and loss forecasts for 3 years (first year monthly)
- b. Cash flow projections for 3 years
- c. Performa balance sheet at start-up, semi-annually in first year and at the end of 3 years